

Rep Order# 8866119 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37290

Printed: 09/28/2012 2:00 PM
Last Received: 09/28/2012 1:57 PM
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/Senate/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks
Rep Firm
Sales Office
Salesperson
Salesperson
Salesperson

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

-- CONTRACT COMMENT --

BERKLEY FOR SENATE ***** NONDISCRIMINATION ***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

THIS IS A REVISION, DO NOT DOUBLE BOOK

NEW REVISED TOTAL - \$34,970

PLEASE CONFIRM

THANKS, MIKE!

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Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0224

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Rep Firm
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Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	-----	-----	-----	---	---	-----	-----
	25	TU-F	500P-630P	Buyline Comment: NEWS	:30	\$1,000.00	09/18-09/21	3	1	3	\$3,000.00	
	26	M	500P-630P	Buyline Comment: NEWS	:30	\$375.00	09/24-09/24	2	1	2	\$750.00	
	27	TU-F	430P-500P	Buyline Comment: NEWS	:30	\$940.00	09/18-09/21	2	1	2	\$1,880.00	
	28	M	430P-500P	Buyline Comment: NEWS	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
	29	SA	700P-800P	Buyline Comment: ET	:30	\$175.00	09/22-09/22	0	0	0	\$0.00	
	30	TU-F	700P-800P	Buyline Comment: ET/INSIDER	:30	\$1,000.00	09/18-09/21	4	1	4	\$4,000.00	
	31	M	700P-800P	Buyline Comment: ET/INSIDER	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	32	TU-F	1135P-1237A	Buyline Comment: LETTERMAN	:30	\$750.00	09/18-09/21	3	1	3	\$2,250.00	
	33	M	1135P-1237A	Buyline Comment: LETTERMAN	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	34	TU-F	1235A-135A	Buyline Comment: FERGUSON	:30	\$115.00	09/18-09/21	3	1	3	\$345.00	
	35	M	1235A-135A	Buyline Comment: FERGUSON	:30	\$115.00	09/24-09/24	1	1	1	\$115.00	

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Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Flight Weeks

Rep Firm _____
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5886
Salesperson FAX# 202-872-0224

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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	48	M	1000A-1100A		:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	-----
Buyline Comment: PRICE IS RIGHT												
49	SA		1135P-1235A		:30	\$70.00	09/22-09/22	1	1	1	\$70.00	
Buyline Comment: PRIVATE PRACTICE												
*50	SA		1235A-135A		:30	\$60.00	09/22-09/22	0	1	0	\$0.00	
Buyline Comment: DA VINCI												
Sales Remark: V5 .												
V5 Comment Changed, Spots/week Changed												
51	SU		500A-600A		:30	\$190.00	09/23-09/23	1	1	1	\$190.00	
Buyline Comment: EYE ON WASHINGTON/WSJ												
52	TU-F		400A-459A		:30	\$20.00	09/18-09/21	1	1	1	\$20.00	

--REPORT TOTALS--

Report Totals: 61 / \$34,970.00

--SALES MONTHLY TOTALS--

Sep 12: 61 / \$34,970.00
Sales Totals: 61 / \$34,970.00
Station Totals: 61 / \$34,970.00
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$116,567	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		